

UNIVERSITY OF NORTH TEXAS, FALL 2020

TYPOGRAPHY 1

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Office Hours:
Tuesdays 1–4pm
[by appointment]

CREDITS & PREREQUISITES

ADES 1510 is a 3 credit course.
Students must be concurrently
enrolled in ADES 2515 and must
have successfully completed
ADES 1540.

Students will learn about typography as both conceptual and plastic form, with an introduction to basic hierarchical systems. The course is structured around lectures, demonstrations, workshops and critiques. Traditional and digital techniques are used throughout the course.

This semester our “classroom” location is a combination of Canvas and Microsoft Teams.

COURSE OVERVIEW

02/07

LEARNING OBJECTIVES

- Define & demonstrate a mastery of typography through appropriate type selection, word spacing, alignment, line length, type rendering, visual hierarchy, typographic manipulation, communication with type, typographic awareness.
- Define and apply critical theory of typography, such as terminology (leading, posture, weight, size, kerning, etc.), typographic measurement systems, parts of characters, type identification and classifications.
- Demonstrate a mastery of the design process: concept, thumbnails, pencil roughs or sketches, tight pencil comprehensives (comps), and computer generated comprehensives.
- Demonstrate a mastery of the elements and principles of design: composition, balance, contrast, repetition, movement, dominance, tension.
- Demonstrate a mastery of the principles of Gestalt: figure/ground (form/counterform), unity, repetition, similarity, closure, continuity, proximity.

STRUCTURE Your instructor will upload course documents and project requirements to Canvas. This is also where students upload final projects. Announcements are sent via Canvas and/or email. It is not possible for faculty to communicate to students via personal email accounts, so you must regularly monitor UNT email, or forward it to an alternative account.

This semester our class will meet on Microsoft Teams video and discussion channels. Please test your own technical setup before classes begin. Classes consist of lectures, critiques, workshops, demonstrations, and student presentations. Come prepared each class with work complete and ready for feedback.

The course will demand substantial work outside of class to progress and effectively use class time. Students will work on four design projects and one longer research project. A tentative detailed schedule is provided through the course Canvas page. Please note your instructor reserves the right to make adjustments to the course schedule as needed.

ASSESSMENT Your final grade is based on the average of scores accumulated throughout the semester. Final grades are rounded to the nearest 10th of a point. Rubrics and specifications are to be provided for each assignment, but assessment is primarily based on four categories:

Participation Respect classmates by listening and participating, especially in critiques. Your opinion is valuable! *Points are docked* for sleeping, disrespectful comments, or other disruptive behavior in class. Inappropriate behavior in the classroom shall result in, minimally, a request to leave class.

Professionalism Meet all specifications, including size, format, etc. as outlined for each assignment. Closely follow instructions! Keep files organized, and clearly label uploads. Avoid typos at all costs!

Process Apply research and push yourself to a unique, concept-driven approach. Refine work throughout a project's progression. Use demos/ feedback to revise projects as needed. Include thorough process documentation as requested. Work iteratively and keep everything!

Design Balance the concept with equally compelling visuals. Visual decisions should all address the problem posed in the assignment prompt. Strong designs are original, avoiding tropes or cliché. For full marks, designs need to push boundaries of modern design and make even your professor jealous.

ASSESSMENT SCALE

A 90%+ Excellent work!

Surpasses goals of the assignment/course.

B 80%–89.9% Great work.

Few opportunities for improvement.

C 70%–79% Good work.

Clear effort, achieved all outlined goals.

D 60%–69% Below average work.

Undeveloped ideas and/or execution.

F 0%–59.9% Unacceptable work.

I know you can do better!

COURSE MATERIALS

03/07

REQUIRED MATERIALS

The list of required materials for this course is extensive, but keep in mind these materials will be useful for years to come.

MacBook Pro (or similar PC)

Reliable Internet Access

UNT Email & Canvas accounts

Adobe Creative Cloud Subscription

One Drive/Dropbox, etc account

20"–24" t-square
plus a flat-edged surface (table, plywood, etc.)

Schaedler ruler

10" adjustable triangle

Several small triangles (4"–6")

A selection of art pencils: HB, 2H, 4H, 6H, etc.

Mechanical pencils or lead holder

Pencil sharpener

Erasers
(Magic Rub eraser, kneaded eraser, Pink Pearl eraser)

Masking tape

Bienfang 100-sheet parchment pad, 9"×12"

Bienfang 50-sheet graphics 360 pad, 9"×12"

Loupe or linen tester (optional)

Dusting brush (optional)

REQUIRED TEXTS

Thinking with Type, 2nd Edition
by Ellen Lupton

Lettering & Type
by Bruce Willen & Nolen Strals

*Typeface: Classic Typography
for Contemporary Design*
by Tamye Riggs

Type Matters! (recommended)
by Jim Williams

RECOMMENDED MATERIALS

It is highly recommended that you have access to a high-resolution scanner for some of these assignments. Scanner functionality is built in to many desktop printers. Additional scanning software features can be accessed through Adobe Photoshop. Mobile app stores also offer mobile applications for creating better scans than a phone camera alone.

CONNECTIVITY Students are required to have computer access, Web browser software, and a high-speed Internet connection for this course. Ethernet (also called hard-wired) connectivity is preferred for a more stable connection than Wi-Fi. Requirements include microphone and camera access for audio and video capabilities (standard on most computers). Canvas (UNT) and Microsoft Teams (link to be provided) navigation will be required. Phones and tablets may be used as supplementary devices, but not for primary video conferences or screen-sharing.

SOFTWARE Adobe Creative Cloud is the industry standard for software, and is required for this course. To purchase a discounted student subscription, visit UNT's on The Hub website. There are many software packages available for students, faculty, and staff, including Microsoft Office and Adobe Creative Cloud.

This course focuses on concept, craft, and critical thinking—not on teaching software. I will run demos often, but students should make themselves comfortable with Adobe InDesign and Illustrator. Free tutorials are available on LinkedIn Learning.

DIGITAL HYGIENE Computers crash, drives become corrupt—more than once you may lose your work. Unfortunately this can occur more often as computers age and become overloaded with classwork. Crashes, loss of data, theft of machine, etc. are **not acceptable** reasons for turning work in late. Develop good backup habits!

- Save often. Train your hand to rest on Command+S!
- Save incrementally (aka versioning). For instance, save your files as: myProject_Vo1, myProject_Vo2, etc. If a file corrupts or vanishes, the previously saved file minimizes your loss. This is vital for documenting process as well.
- Back up files in more than one place. Besides your hard drive, also save onto Google Drive, Dropbox, Box or another Cloud based service. This includes your raw data, research, images, text, etc.

COURSE EXPECTATIONS

01/07

ATTENDANCE Responsibility for class attendance rests with the student. You are paying for this course (in time and money/scholarship) and it is your decision what to do with that investment.

Roll is taken at the beginning of every class for our official records. However, this semester there is no grade penalty for tardiness or absences. Full attendance when possible is always the best way to perfect your craft and retain information.

Five absences without any contact to the instructor will result in a failing grade. Students are required to communicate with the instructor via email after any missed class. A simple message such as “I was unable to attend yesterday but have checked the homework and will be back next class” is fine.

If absent, you are responsible for contacting a class member, checking Canvas, or contacting the instructor to get any information or assignments given in class. Do your best to prepare for the next class. The instructor will not use class time to repeat missed lectures or assignments.

Do not call the main office to leave the instructor a note that you are missing class. Communication through email is preferred.

DIGITAL SUBMISSIONS All deliverables will be submitted online. Final projects for grading should be submitted to Canvas, while process will be shared via Microsoft Teams. The cutoff for final project submissions is by the start of class exactly.

No late projects will be accepted for grading without a written agreement from the instructor. Agreements will be made only in extraordinary circumstances. Strive for reaching deadlines rather than reaching perfection. All students are responsible for turning in work on time regardless of attendance.

NETIQUETTE Online communication is a key component of any workplace. College is the perfect time to practice proper online etiquette.

- Arrive early.
- Dress appropriately for class.
- Turn your video on. Be engaged in the conversation.
- Stage your video area. Get off the sofa.
- More light is better.
- Try to adjust the camera to eye level and look into the camera.
- Do your own tech support before you start.
- Raise your hand and notify your professor in order to ask a question.
- Find a quiet space, but also one where you can also speak up when called upon.
- Stay muted if you're not talking.
- The chat feature on our video meetings is not private. Don't type things you don't want others to see.
- Don't conduct private activities during class.
- Stay focused and participate.
- Do not share our class links or otherwise invite people who don't need to be here.
- Use professional language in emails to your professors and other UNT staff. This includes brief but informative subject lines.

COURSE SPECIFIC GUIDELINES Your perspective, voice and opinion are important and valued. Respect one another, and be prepared to help your classmates regularly. We can all learn from each other, so listen well and speak up often!

It will help us all if you resist the urge to text, check social media, or work on outside course work during class. With an online course it is easier than ever to become distracted and miss vital lessons. It is ultimately your decision to be diligent or not—so use technology wisely.

Get on good terms with each program's spell-check feature. Misspelled words in final projects drop your score half a letter grade!

UNT GRADE POLICY For all students seeking a major in the College of Visual Arts and Design, a grade of C or above must be earned in every art-based course required in the College of Visual Arts and Design—completed in residence or transferred to UNT—to be considered for credit toward a CVAD degree. A grade of D or below will not satisfy any art-based course requirements, electives or prerequisites.

How to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn about campus resources and how you can achieve success, go to success.unt.edu.

ACCESS & ACCOMMODATIONS

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them at 940-565-4323.

PLAGIARISM Plagiarism is a serious academic offense and may result in failure of an assignment, the class, or result in removal from the university. Students caught cheating or plagiarizing will receive a “o” for that particular assignment or exam. The student will first be notified in writing via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next level of action. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty. According

to the UNT catalog, the term “cheating” includes, but is not limited to: a) use of any unauthorized assistance in taking quizzes, tests, or examinations; b) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c) the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d) dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e) any other act designed to give a student an unfair advantage.

The term “plagiarism” includes, but is not limited to: a) the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b) the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Plagiarism is also literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person’s mind and presenting it as one’s own. Copying someone else’s writing or art, intact or with inconsequential changes, and adding one’s name to the result constitutes plagiarism.

SEXUAL HARASSMENT UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. Violence and harassment based on sex and gender are Civil Rights offenses.

UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT’s Dean of Students’ website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_o. UNT’s Student Advocate can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students’ office at 940-565-2648. You are not alone. We are here to help.

EMERGENCIES UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, res, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at <http://www.my.unt.edu>.

Some helpful emergency preparedness actions include: 1) know evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

STUDENT RIGHTS AND RESPONSIBILITIES Each University of North Texas student is entitled to certain rights associated with higher education institutions. See www.unt.edu/csrr for further information.

UNT POLICIES, ETC.

06/07

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit: <http://financialaid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

RETENTION/REPRODUCTION OF STUDENT WORK AND PUBLICITY

The Design Department has the right to retain any and all student work for NASAD (National Association of Schools and Design) and CIDA (Council for Interior Design Accreditation) accreditation reviews for a period of up to 2 years. It is the student's responsibility to document their work for personal purposes. Students will be allowed to photograph their work prior to retention. When accreditation reviews are completed, students may retrieve their original work. It is the student's responsibility to retrieve their work in a timely manner. Two months after the completion of the accreditation review(s) any remaining work will be destroyed.

GOOD READS

In addition to our required text, these books offer tons of typographic wisdom.

Elements of Typographic Style, Robert Bringhurst

Typography (Graphic Design in Context), Denise Gonzales

A Type Primer, John Kane

Type on Screen, Ellen Lupton

Typographie: A Manual of Design, Emil Ruder

ONLINE INSPIRATION

designobserver.com

eyeondesign.aiga.org

fontsinuse.com

itsnicethat.com

typewolf.com

DESIGN PODCASTS

Clever

Scratching the Surface

The Honest Designers Show

The Futur

Design Matters

